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AMENDMENTS TO THE CLAIMS

Kindly amend the claims as follows:

1. (Currently Amended) The method according to claim 26 and wherein said tracking comprises:
 - electronically receiving new ownership information about at least one retail product to be physically transferred to a new owner; and
 - electronically registering ownership of said at least one retail product to said new owner; ~~and~~
 - ~~when requested, providing verification that a retail entity selling a retail product of interest is registered as the owner of said retail product.~~
2. (Original) The method according to claim 1 and wherein said electronic transferring comprises communicating along a substantially secure communications line.
3. (Currently Amended) The method according to claim 1 and also comprising having a unique article number assigned to each said at least one retail product.
4. (Original) The method according to claim 3 and also comprising having said unique article number encoded.
5. (Original) The method according to claim 3 and also comprising having said unique article number encoded as a bar code.
- 6 - 10. (Cancelled)
11. (Currently Amended) A counterfeit detection method comprising:
 - reading a label on a retail product; and
 - providing a certificate of authenticity of said retail product if an identification code encoded in said label and identifying said retail product is registered by a third party authority to a store from which said retail product was is to be bought.

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12. (Currently Amended) The method according to claim 11 and wherein said ~~electronically~~ reading comprises scanning said label with a bar code reader.

13. (Original) The method according to claim 11 and wherein said identification code is one of the following code types: one-dimensional bar code, two-dimensional bar code, RFID tag and a magnetic tag.

14. (Original) The method according to claim 11 and wherein said providing occurs at said store.

15. (Currently Amended) A counterfeit detection method comprising:

in a store, electronically reading a label on a desired retail product;

transmitting a retail product identification code encoded in said read label to
~~an~~ a third party authentication unit;

receiving an indication from said authentication unit whether or not said retail
product identification code is registered to said store; and

if said indication is positive, generating a certificate of authenticity for said
desired retail product.

16. (Original) The method according to claim 15 and wherein said electronically reading comprises scanning said label with a bar code reader.

17. (Original) The method according to claim 15 and wherein said identification code is one of the following code types: one-dimensional bar code, two-dimensional bar code, RFID tag and a magnetic tag.

18 - 21. (Cancelled)

22. (Currently Amended) A point of sale unit comprising:

a reader to read a label attached to a retail product; and

a unit to query ~~an~~ a third party authentication unit to certify that the
authorized owner of said retail product is the owner registered in said point of
sale unit.

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23. (Original) The unit according to claim 22 and also comprising a display unit to display verification or denial of authenticity, according to results of said query.

24. (Original) The unit according to claim 22 and also comprising a printer to print a certificate of authenticity, if said results of said query are positive.

25. (Original) The unit according to claim 22 and wherein said reader comprises one of the following readers: a one-dimensional bar code reader, a two-dimensional bar code reader, an RFID tag reader, and a magnetic tag reader.

26. (Currently Amended) A method according to claim 11 and also comprising:

said third party authority tracking title to retail products, each said retail product having its own identification code.